



CITY OF BETHLEHEM  
OFFICE OF THE CITY SOLICITOR

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INTEROFFICE MEMORANDUM

To: Tad J. Miller, City Clerk

From: John F. Spirk, Jr., Esq., City Solicitor

Re: Highway Safety Project Community Traffic Safety Project Grant  
Contract No. CTSP-2023-Bethlehem City-00008

Date: July 26, 2022

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Attached is a copy of the Highway Safety Project Grant Proposal and Budget Summary submitted by the Bethlehem Health Bureau to the Commonwealth of Pennsylvania Department of Transportation in connection with Community Traffic Safety Project Grant Contract No. CTSP-2023-Bethlehem City-00008. Upon approval, this grant will provide funds through September 30, 2023 to address highway safety issues with intervention strategies targeting schools, community and family, health care, enforcement and industry/workplace. In order for PennDOT to process the City's grant proposal and approve the same, an authorizing resolution is required to be submitted.

Attached is the necessary resolution for Council's consideration.

Please place this matter on City Council's agenda for review and appropriate action.

*John F. Spirk, Jr.*  
John F. Spirk, Jr., Esq., Solicitor

Cc: J. William Reynolds, Mayor  
Kristen Wenrich, Health Bureau Director  
Sherri Penchishen, Health Bureau

RESOLUTION NO. 2022-\_\_\_\_\_

BE IT RESOLVED, by authority of the City Council of the City of Bethlehem, Northampton County, and it is hereby resolved by authority of the same, that the Mayor and Controller of said municipality be authorized and directed to sign all necessary grant documents for Highway Safety Project Community Traffic Safety Project Grant No. CTSP-2023-Bethlehem City-00008 on its behalf.

BE IT FURTHER RESOLVED, that the Clerk of the City of Bethlehem is directed to execute a certificate attesting to the adoption of this Resolution and to furnish a copy of the Resolution to the Pennsylvania Department of Transportation.

Sponsored by \_\_\_\_\_  
\_\_\_\_\_

ADOPTED by Council this                      day of                      , 2022.

\_\_\_\_\_  
President of Council

ATTEST:

\_\_\_\_\_  
City Clerk

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Aggressive Driving &amp; Speeding

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	56	0
Total Hours Proposed	56	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 56 hours to plan and complete. 1 program \* 56 hours = 56 hours total.

**ACTIVITY PAGE**

Northampton County

Name Post-Secondary Educational Outreach

Activity Identifier Aggressive Driving &amp; Speeding

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	6	0
Total Hours Proposed	6	0

## Description/Measurement

1. Reach out to all 1 NC colleges at least 1 time per year to promote safe driving. Provide information about driving the speed limit, aggressive driving, drinking and driving and distracted driving. 1 program = 6 hours to plan and complete. 1 programs \* 6 hours = 6 hours total.
1. Track the number of school programs.
2. Track the number of public information and education materials distributed.

**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Aggressive Driving &amp; Speeding

	Year 1	Year 2
Projected Number of Activities	22	0
Projected Hours Per Activity	1	0
Total Hours Proposed	22	0

## Description/Measurement

1. Expand dissemination of public awareness information through the use of Social media technology. Post a PENNDOT/NHTSA focus safety area a minimum of 1 time per month on Facebook and Twitter and have each NC police department who uses social media, CBO s and other followers to re-post, share and re-tweet the message.

1 program = 1 hour to plan and complete. 22 programs \* 1 hour = hours total 22.

1. Track the number of public information and education materials distributed.

2. Track the number of posts.

3. Track the number of contacts.

4. Track the number of likes, shares and re-tweets.

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Bicycle Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	20	0
Total Hours Proposed	20	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 20 hours to plan and complete. 1 program \* 20 hours = 20 hours total.

**ACTIVITY PAGE**

Northampton County

Name Coalition Development

Activity Identifier Bicycle Safety

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	2	0
Total Hours Proposed	4	0

## Description/Measurement

1. Identify two roadways with high crashes and evaluate identified roadways to determine initiatives focused on bicycle safety through education, engineering and enforcement. Analyze crash data and present it to the traffic committee to develop an intervention or institute possible changes. 1 program = 2 hours to plan and complete. 2 programs \* 2 hours = 4 hours total.
1. Track the number of roadways identified and improvements made.

**ACTIVITY PAGE**

Northampton County

Name Coalition Development

Activity Identifier Bicycle Safety

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	2	0
Total Hours Proposed	4	0

## Description/Measurement

1. Using GIS to identify hazardous roadways in Northampton County, collaborate with local bicycle organizations at least two times per year to create/maintain a safe environment for biking communities which include but not limited to: assessing roadways with high bicycle crash rates, and determining property environmental change such as shared lane markings, share the road signs, possible bike lanes, railroad crossings and potholes.

2. Create a list of roadway segments that are hazardous and focus education, enforcement and environmental changes to that roadway segment.

1 program = 2 hours to plan and complete. 2 programs \* 2 hours = 4 hours total.

1. Track the number of roadways with Share the road signs.

2. Track the number of bicycle crashes on the roads with the Share the Road signs.

3. Maintain a list of hazardous roadway segments.



**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Bicycle Safety

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	7	0
Total Hours Proposed	14	0

## Description/Measurement

1. Collaborate with local bicycle/pedestrian organizations at least two times per year to conduct an event in coordination with NHTSA's events for National Bike to School Day and National Bike to Work week/month.

1 program = 7 hours to plan and complete. 2 programs \* 7 hours = 14 hours total.

1. Track the number of events participated in.

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Bicycle Safety

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	4	0
Total Hours Proposed	8	0

## Description/Measurement

1. Collaborate with Coalition for Appropriate Transportation to conduct 2 education programs per year on rules of the road and advocate for police departments to educate/enforce bicyclists riding incorrectly on the road on a regular basis rather than just during a campaign or wave. 1 program = 4 hours to plan and complete. 2 programs \* 4 hours = 8 hours total. Measurement:
1. Track the number of educational programs.
  2. Track the number of participants.

**ACTIVITY PAGE**

Northampton County

Name                                      Earned Media

Activity Identifier                      Bicycle Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	2	0
Total Hours Proposed	2	0

## Description/Measurement

1. Collaborate with Safety Press Officer to coordinate activities and a media event at least one time per year. Topics to include but not limited to: properly riding a bicycle, wearing proper gear, using hand signals, using a properly working bicycle according to the Motor Vehicle Code, red light running and using lights at night. Post message on Facebook and Twitter. 1 program = 2 hours to plan and complete. 1 program \* 2 hours = 2 hours total.
1. Track the number of earned media efforts.
2. Track the number of social media likes, shares, re-tweets

**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Bicycle Safety

Year 1

Year 2

Projected Number of Activities

2

0

Projected Hours Per Activity

4

0

Total Hours Proposed

8

0

## Description/Measurement

1. Promote National Bike to School Day and National Bike to Work Week/Month through social media. 1 program = 4 hours to plan and complete. 2 programs \* 4 hours = 8 hours total.

1. Track the number of likes shares and re- tweets

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	20	0
Total Hours Proposed	20	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 20 hours to plan and complete. 1 programs \* 20 hours = 20 hours total.

**ACTIVITY PAGE**

Northampton County

Name Car Seat Check Events

Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	2	0
Total Hours Proposed	4	0

## Description/Measurement

1. Conduct, distribute materials, analyze data and/or participate in a minimum of 4 Child Safety Seat Inspection clinics. Collaborate with local law enforcement, business and community groups when possible. Educational program materials are developed by the PENNDOT funded The Pennsylvania Academy of Traffic and Injury Prevention Project (PA TIPP) in various community locations including: the hospital, churches, wellness events, and elementary programs reaching a minimum of 300 parents. Compare the child safety seat inspection numbers from year to year to measure effectiveness. 1 program = 2 hours to plan and complete. 2 programs \* 2 hours = 4 hours total.
1. Track the number of CPS events.
  2. Track the number of CSS checked.
  3. Track the number of earned media efforts.
  4. Track misuse rates

**ACTIVITY PAGE**

Northampton County

Name Car Seat Check Events

Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	12	0
Total Hours Proposed	12	0

## Description/Measurement

1. Collaborate with the Allentown-Bethlehem-Easton Safe Kids Coalition to conduct a minimum of one child Passenger Safety Seat Inspection event during Child Passenger Safety Week. 1 program = 12 hours to plan and complete. 1 program \* 12 hours = 12 hours total.
1. Track the number of attendee's.
2. Track the number of child safety seats checked.
3. Track the number of child safety seat misuse's.

**ACTIVITY PAGE**

Northampton County

Name Coalition Development

Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	6	0
Projected Hours Per Activity	2	0
Total Hours Proposed	12	0

## Description/Measurement

1. Attend all 6 Allentown Bethlehem Safe Kids meetings. 1 program = 2 hours to plan and complete. 6 programs \* 2 hours = 12 hours total.

1. Track the number of Safe-Kids events.

2. Track the number of meetings.



**ACTIVITY PAGE**

Northampton County

Name

Earned Media

Activity Identifier

Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	2	0
Total Hours Proposed	2	0

## Description/Measurement

1. Coordinate with PENNDOT's SPO for media coverage for Operation Safe Stop. 1 program = 2 hours to plan and complete. 1 program \* 2 hours = 2 hour total.

1. Track the number of earned media efforts.

**ACTIVITY PAGE**

Northampton County

Name Elementary School Outreach

Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	5	0
Total Hours Proposed	5	0

## Description/Measurement

1. Meet with a local school district to encourage 1 school district to participate in Operation Safe Stop during National School Bus Safety Week. (Operation Safe Stop is a public awareness and enforcement effort to educate the motoring public that passing a stopped school bus, when children are loading or unloading, is both dangerous and illegal). Meet with Local law enforcement in the participatory school district to assist with coordination and participation in Operation Safe Stop. Work with local law enforcement agencies and pupil transportation agencies in NC to educate bus drivers on tracking procedures, identifying trouble locations, assisting in coordinating Operation Safe Stop day and documenting all motor vehicles who illegally pass the school bus. 1 program = 5 hours to plan and complete. 1 program \* 5 hours= 5 hours total.

1. Track the number of schools within the district participating in Operation Safe Stop.
2. Track the number of violations.
3. Track the number of bus drivers tracking violations.
4. Track the number of police departments participating.

**ACTIVITY PAGE**

Northampton County

Name Elementary School Outreach

Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	2	0
Total Hours Proposed	2	0

## Description/Measurement

1. Schedule a minimum of 1 Elementary School program that educates children about the importance of proper seat belt use, airbags and child restraints in NC schools. 1 program = 2 hours to plan and complete. 1 programs \* 2 hours = 2 hours total.
1. Track the number of programs conducted.
2. Track the number of participants.
3. Track the number of Public Information and Education materials distributed.

**ACTIVITY PAGE**

Northampton County

Name	Programming/Curriculum Development
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Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	2	0
Total Hours Proposed	2	0

## Description/Measurement

1. Offer at least one educational programs to increase child restraint usage in communities with diverse populations. 1 program = 2 hours to plan and complete. 1 programs \* 2 hours = 2 hours total.
1. Track the number of programs conducted.
2. Track the number of participants.

**ACTIVITY PAGE**

Northampton County

Name	Programming/Curriculum Development
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Activity Identifier Child Passenger Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	20	0
Total Hours Proposed	20	0

## Description/Measurement

1. Manage and promote the NC Child Safety Seat Rental program/Voucher program. 1 program = 20 hours to plan and complete. 1 program \* 20 hours = 20 hours total
1. Track the number of seats rented out/Vouchers given out.
2. Track the types of seats rented out.
3. Track the length of seats rented out.

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Commercial Motor Vehicle Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	16.5	0
Total Hours Proposed	16.5	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 16.5 hours to plan and complete 1 program \* 16.5 hours = 16.5 hours total.

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Impaired Driving

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	36	0
Total Hours Proposed	36	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 36 hours to plan and complete. 1 programs \* 36 hours = 36 hours total.

1. Track number of meetings
2. Track number of attendees

**ACTIVITY PAGE**

Northampton County

Name Coalition Development

Activity Identifier Impaired Driving

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	10	0
Total Hours Proposed	20	0

## Description/Measurement

1. Collaborate with SADD, the Lehigh Valley DUI/Highway Safety Task Force and NC Drug and Alcohol to develop strategies to promote the message about preventing impaired driving and underage drinking a minimum of two times per year. 1 program = 10 hours to plan and complete. 2 programs \* 10 hours = 20 hours total.
1. Track the number of underage drinking and educational programs.



**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Impaired Driving

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	7	0
Total Hours Proposed	7	0

## Description/Measurement

1. Provide DUI materials and statistics to community groups, at least one time per year. 1 program = 7 hours to plan and complete. 1 program \* 7 hours = 7 hours total.

1 Track the number of public information and educational materials distributed.

2. Track number of participants.

**ACTIVITY PAGE**

Northampton County

Name

Earned Media

Activity Identifier

Impaired Driving

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	2	0
Total Hours Proposed	4	0

## Description/Measurement

1. Collaborate with Safety Press Officer to coordinate activities and media events at least two times per year to sustain high visibility DUI enforcement campaigns combined with public education. Topics to include but not limited to DUI and impaired driving. 1 program = 2 hours to plan and complete. 2 programs \* 2 hours = 4 hours total.
1. Track the number of earned media efforts.
2. Track the number of likes, shares and re-tweets

**ACTIVITY PAGE**

Northampton County

Name Enforcement Outreach

Activity Identifier Impaired Driving

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	5	0
Total Hours Proposed	10	0

## Description/Measurement

1. Assist police departments with DUI mobilization campaigns in combining DUI enforcement activities with other enforcement such as seatbelts or aggressive driving and if needed. 1 program = 5 hours to plan and complete. 2 programs \* 5 hours = 10 hours total.
1. Track the number of public information and education distributed.
2. Track the number of local law enforcement agencies assisted.

**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Impaired Driving

Year 1

Year 2

Projected Number of Activities

3

0

Projected Hours Per Activity

3

0

Total Hours Proposed

9

0

## Description/Measurement

1. Promote Thanksgiving Eve DUI Enforcement through social media

1 program = 3 hours to plan and complete. 3 programs \* 3 hours = 9 hours total.

1. Track the number of earned media efforts.

**ACTIVITY PAGE**

Northampton County

Name Social Media

Activity Identifier Impaired Driving

	Year 1	Year 2
Projected Number of Activities	4	0
Projected Hours Per Activity	2	0
Total Hours Proposed	8	0

## Description/Measurement

1. Use social media to promote NHTSA calendar of event focus areas:  
 Promote Super Bowl Impaired Driving through social media. 1 program =  
 2 hours to plan and complete. 1 program \* 2 hours = 2 hours total  
 Promote Fat Tuesday Impaired Driving through social media. 1 program =  
 2 hours to plan and complete. 1 program \* 2 hours = 2 hours total  
 Promote St. Patrick s Day Impaired Driving through social media. 1  
 program = 2 hours to plan and complete. 1 program \* 2 hours = 2 hours  
 total Promote Cinco de Mayo through social media. 1 program = 2 hours  
 to plan and complete. 1 program \* 2 hours = 2 hours total Measurements

1. Track the number of earned media efforts.
2. Track the number of likes, shares and re-tweets

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Mature Driver

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	66	0
Total Hours Proposed	66	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 66 hours to plan and complete. 1 program \* 66 hours = 66 hours total.

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Mature Driver

	Year 1	Year 2
Projected Number of Activities	4	0
Projected Hours Per Activity	6	0
Total Hours Proposed	24	0

## Description/Measurement

1. Provide a minimum of four mature driver educational programs to senior centers, clubs, and/or community groups. Each presentation will include a pre/post test to determine the increase in knowledge and/or any change in attitude or behavior in addition to incorporating the Car-Fit assessment techniques into all mature driver education programs. CarFit is an educational program (created by AAA, AARP, American Occupational Therapy Association) that offers older adults the opportunity to check how well their personal vehicles "fit" them. The Car-Fit program provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community. The Project Coordinator will also determine the steps to become a Car-Fit technician and/or Event Coordinator and, if feasible, request approval from PENNDOT to attend the trainings.

1 program = 6 hours to plan and complete. 4 programs \* 6 hours = 24 hours total.

1. Track the number of programs conducted.
2. Track the number of environmental changes made.
3. Number of participants
4. Track Pre/post test results

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Mature Driver

	Year 1	Year 2
Projected Number of Activities	4	0
Projected Hours Per Activity	6	0
Total Hours Proposed	24	0

## Description/Measurement

1. Participate in health fairs/expos to deliver safe messages/materials to mature drivers

1 program = 6 hours to plan and complete. 4 programs \* 6 hours = 24 hours total.



**ACTIVITY PAGE**

Northampton County

Name                      Coordinate/Conduct Training

Activity Identifier      Mature Driver

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	8	0
Total Hours Proposed	16	0

## Description/Measurement

1. Collaborate with local agencies on aging to coordinate and promote a minimum of two highway safety activities and training courses such as the NHTSA Older Driver Enforcement Course and the PENNDOT sponsored Safe to Drive Seniors for Safe Driving program.

1 program = 8 hours to plan and complete. 2 programs \* 8 hours = 16 hours total.

1. Track the number of programs conducted.
2. Track the number of participants.
3. Track the number of contacts.

**ACTIVITY PAGE**

Northampton County

Name Programming/Curriculum Development

Activity Identifier Mature Driver

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	10	0
Total Hours Proposed	20	0

## Description/Measurement

1. Provide a Peripheral Vision/Roadway identification test to senior centers, collaboration with Public Health Emergency Preparedness Program

1program = 10 hours to plan and complete. 2 programs \* 10 hours = 20 hours total.

1. Track the number of programs conducted.

2. Number of participants

**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Mature Driver

	Year 1	Year 2
Projected Number of Activities	12	0
Projected Hours Per Activity	5	0
Total Hours Proposed	60	0

## Description/Measurement

1. Promote Older Driver Safety Awareness Week through social media  
 1 program = 5 hours to plan and complete. 12 programs \* 5 hours = 60  
 hours total.

1.Track the number of earned media efforts.

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Motorcycle Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	56	0
Total Hours Proposed	56	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 56 hours to plan and complete. 1 programs \* 56 hours = 56 hours total.

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Motorcycle Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	20	0
Total Hours Proposed	20	0

## Description/Measurement

1. Incorporate Motorcycle Safety education in all program areas.  
1 program = 20 hours to plan and complete. 1 programs \* 20 hours = 20 hours total.
1. Track the number of programs.
2. Track the number of participants.

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Motorcycle Safety

	Year 1	Year 2
Projected Number of Activities	4	0
Projected Hours Per Activity	5	0
Total Hours Proposed	20	0

## Description/Measurement

1. Participate in health fairs/expos to deliver safety messages/materials regarding motorcycle safety.

1 program = 5 hours to plan and complete. 4 programs \* 5 hours = 20 hours total.

1. Track the number of educational material created/used.

2. Track the number of participants.

3. Track the number of events.

**ACTIVITY PAGE**

Northampton County

Name Enforcement Outreach

Activity Identifier Motorcycle Safety

	Year 1	Year 2
Projected Number of Activities	4	0
Projected Hours Per Activity	8	0
Total Hours Proposed	32	0

## Description/Measurement

1. Collaborate with the Lehigh Valley DUI/Highway Safety Task Force and Safety Press Officer to implement motorcycle awareness campaign/event to include but not limited to aggressive driving, DUI, safety equipment and conflicts between motorcycles and motor vehicles. 4 programs = 8 hours to plan and complete. 4 programs \* 8 hours = 32 hours total.
1. Track the number of earned media efforts.
2. Track the number of campaigns conducted.

**ACTIVITY PAGE**

Northampton County

Name Programming/Curriculum Development

Activity Identifier Motorcycle Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	10	0
Total Hours Proposed	10	0

## Description/Measurement

1. Collaborate with the Lehigh Valley Regional DUI/Highway Safety Task Force to implement educational programs and/or events that discourage drinking and operating a motorcycle and utilizing safety equipment use each and every time you ride, reaching at least 250 NC residents.

1 program = 10 hours to plan and complete. 1 program \* 10 hours = 10 hours total.

1. Track the number of programs conducted.
2. Track the number of emails sent.
3. Track the number of safety messages provided.
4. Track the number of participants.



**ACTIVITY PAGE**

Northampton County

Name	Social Media
Activity Identifier	Motorcycle Safety

	Year 1	Year 2
Projected Number of Activities	8	0
Projected Hours Per Activity	4	0
Total Hours Proposed	32	0

## Description/Measurement

1. Create educational materials to post on website or social media on frequent motorcycle rider errors and how motor vehicle drivers can be more aware of them or utilize the PA Motorcycle program information, if available.

1 program = 4 hours to plan and complete. 8 programs \* 4 hours = 32 hours total.

1. Track the number of educational material created/used.

2. Track the number of participants.

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	58	0
Total Hours Proposed	58	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 58 hours to plan and complete. 1 programs \* 58 hours = 58 hours total.

**ACTIVITY PAGE**

Northampton County

Name Data/Research

Activity Identifier Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	3	0
Projected Hours Per Activity	10	0
Total Hours Proposed	30	0

## Description/Measurement

1. Identify three roadways with high crashes and evaluate identified roadways to determine initiatives focused on bicycle and pedestrian safety through education, engineering and enforcement. Analyze crash data on identified roadways and present it to the traffic committee to develop an intervention or institute possible changes.

1 program = 10 hours to plan and complete. 3 programs \* 10 hours = 30 hours total.

1. Track the number of interventions developed by reviewing data.

**ACTIVITY PAGE**

Northampton County

Name

Earned Media

Activity Identifier

Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	4	0
Total Hours Proposed	4	0

## Description/Measurement

1. Collaborate with Safety Press Officer to coordinate activities and a media event at least one time per year. Topics including but not limited to: pedestrian safety, pedestrian laws, traffic signal rules and impaired pedestrians.

1 program = 4 hours to plan and complete. 1 program \* 4 hours = 4 hours total.

1. Track the number of earned media efforts.

2. Track the number of social media likes, shares and re-tweets

**ACTIVITY PAGE**

Northampton County

Name Elementary School Outreach

Activity Identifier Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	14	0
Total Hours Proposed	14	0

## Description/Measurement

1. Collaborate with local bicycle/pedestrian organizations at least one time per year to promote Walk to School Day through conducting a walking event educating the students how to walk to school safely.  
1 program = 14 hours to plan and complete. 1 program \* 14 hours = 14 hours total.
1. Track the number of meetings.
2. Track the number of attendees.
3. Track the number of schools participating in Walk To School Day.

**ACTIVITY PAGE**

Northampton County

Name Enforcement Outreach

Activity Identifier Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	5	0
Projected Hours Per Activity	9	0
Total Hours Proposed	45	0

## Description/Measurement

1. Implement and participate in a minimum of five pedestrian enforcement programs within Northampton County to increase education and safety while crossing in a crosswalk. Collaboration with the Safety Press Officer will occur to coordinate activities and a media event at least one time per year.

1 program = 9 hours to plan and complete. 5 programs\* 9 hours = 45 hours total.

1. Track the number of programs conducted.

2.Track the number of pedestrian citations issued.

3. Track the number of total cars.

4. Track the number of other citations issued as a result of the operation.

**ACTIVITY PAGE**

Northampton County

Name Enforcement Outreach

Activity Identifier Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	29	0
Total Hours Proposed	29	0

## Description/Measurement

1. Conduct a survey of NC police departments to determine interest in conducting pedestrian enforcement programs in their municipality.  
1 program = 29 hours to plan and complete. 1 program\* 29 hours = 29 hours total.
1. Track the number of police departments interested in conducting pedestrian enforcement programs.

**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	8	0
Projected Hours Per Activity	2	0
Total Hours Proposed	16	0

## Description/Measurement

1. Through social media, posting educational messages regarding motorcycle and pedestrian safety

1 program = 2 hours to plan and complete. 8 programs \* 2 hours = 16 hours total.

1. Track the number of likes, shares and re-tweets.



**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Pedestrian Safety

	Year 1	Year 2
Projected Number of Activities	6	0
Projected Hours Per Activity	2	0
Total Hours Proposed	12	0

## Description/Measurement

1. Promote National Walk to School Day through social media. Continue to promote throughout the school year.

1 program = 2 hours to plan and complete. 6 programs \* 2 hours = 12 hours total.

1. Track the number of likes, shares and re-tweets.

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	12	0
Projected Hours Per Activity	3	0
Total Hours Proposed	36	0

## Description/Measurement

1. Continue to Chair the Citizen s Traffic Advisory Committee and hold eight meetings per year to review and develop solutions to pedestrian problems within the City of Bethlehem. Continue the Vision Zero Plan for the City of Bethlehem and Lehigh Township. Reach out to other Cities and invite them to attend CTAC to spark interest in replicating.

1 program = 3 hours to plan and complete. 12 programs \* 3 hours =36 hours total.

1. Track the number of meetings.
2. Track the number of attendees.

**ACTIVITY PAGE**

Northampton County

Name Attend Training/Conference

Activity Identifier Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	22	0
Total Hours Proposed	22	0

## Description/Measurement

1. Attend Fall Workshop

1 program = 1 hours to plan and complete. 1 program \* 22 hour = 22 hours total.

1. Track the number of earned media efforts.

**ACTIVITY PAGE**

Northampton County

Name Attend Training/Conference

Activity Identifier Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	27	0
Total Hours Proposed	27	0

## Description/Measurement

1. Attend PennDOT Highway Safety Conference

1 program = 1 hours to plan and complete. 1 program \* 27 hour = 27 hours total.

1. Track the number of earned media efforts.

**ACTIVITY PAGE**

Northampton County

Name                                      Coordinate/Conduct Training

Activity Identifier                      Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	10	0
Total Hours Proposed	10	0

## Description/Measurement

1. Work with the Lehigh Valley Regional DUI and Highway Safety Task Force to plan and coordinate one Regional Law Enforcement Work Shop. 1 program = 10 hours to plan and complete. 1 program \* 10 hours = 10 hours total.
1. Track the number of attendees.

**ACTIVITY PAGE**

Northampton County

Name Enforcement Outreach

Activity Identifier Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	4	0
Projected Hours Per Activity	9	0
Total Hours Proposed	36	0

## Description/Measurement

1. Assist NC police officers to plan, coordinate and participate in all National and State Events, crackdowns, and related activities according to NHTSA's highway safety calendar.

1 program = 9 hours to plan and complete. 4 programs \* 9hours = 36 hours total

1. Track the number of crack down events participated in.

2. Track the number of contacts.

**ACTIVITY PAGE**

Northampton County

Name Enforcement Outreach

Activity Identifier Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	12	0
Projected Hours Per Activity	4	0
Total Hours Proposed	48	0

## Description/Measurement

1. Participate in monthly enforcement meetings via the Lehigh Valley Regional DUI/Highway Safety Task Force (a regional collaborative whose mission is to reduce traffic related crashes, injuries and deaths through education and enforcement in Northampton and Lehigh Counties). Encourage officers from each police department to attend to discuss aggressive driving, impaired driving, seatbelts, heavy truck and motorcycle enforcement activities.

1 program = 4 hours to plan and complete. 12 programs \*4 hours = 48 hours total.

1. Track the number of participants attending the trainings/meetings.

2. Track the number of enforcement meetings.

**ACTIVITY PAGE**

Northampton County

Name                                      Judicial Outreach

Activity Identifier                      Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	4	0
Total Hours Proposed	4	0

## Description/Measurement

1. To provide all NC MDJ's a list of available educational material to provide to clients who do business at the MDJ office by September 30, 2021

1 program = 4 hours to plan and complete. 1 program \* 4 hours = 4 hours total.

1. Track the number of judicial outreach contacts.



**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Planning &amp; Administration

	Year 1	Year 2
Projected Number of Activities	9	0
Projected Hours Per Activity	1	0
Total Hours Proposed	9	0

## Description/Measurement

1. Provide social media for the following initiative: winter driving awareness week, national work zone awareness week, national tire safety week, ride to work day (motorcycle), national stop on red

1 program = 1 hours to plan and complete. 9 programs \* 1 hours = 9 hours total.

1. Track the number of earned media efforts.

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Seat Belts

	Year 1	Year 2
Projected Number of Activities	44	0
Projected Hours Per Activity	4	0
Total Hours Proposed	176	0

## Description/Measurement

1. Include seatbelt education awareness in all program areas; mature driving programs, teen programs, child passenger safety, etc.

1 program = 4 hours to plan and complete. 44 programs \* 4 hours = 176 hours total.

**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Seat Belts

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	42	0
Total Hours Proposed	84	0

## Description/Measurement

1. Seat Belt awareness campaign

1 program = 42 hours to plan and complete. 2 programs \* 42 hours = 84 hours total.

1. Track number of participants

**ACTIVITY PAGE**

Northampton County

Name Enforcement Outreach

Activity Identifier Seat Belts

	Year 1	Year 2
Projected Number of Activities	2	0
Projected Hours Per Activity	12	0
Total Hours Proposed	24	0

## Description/Measurement

1. Assist all police departments and Buckle Up PA with Click It or Ticket campaigns (a campaign aimed at increasing the use of seat belts) if needed, in combining enforcement activities using belts, child safety seats, aggressive driving and DUI enforcement and collaborate with Safety Press Officer to conduct high-profile enforcement campaigns combined with public education. 1 program = 12 hours to plan and complete. 2 programs \* 12 hours = 24 hours total.
1. Track the number of earned media efforts.
2. Track the number of Pubic Information and Education materials distributed.
3. Track the number of campaigns participated in.

**ACTIVITY PAGE**

Northampton County

Name

Social Media

Activity Identifier

Seat Belts

	Year 1	Year 2
Projected Number of Activities	4	0
Projected Hours Per Activity	2	0
Total Hours Proposed	8	0

## Description/Measurement

1. Seat Belt related post

1 program = 2 hours to plan and complete. 4 programs \* 2 hours = hours total 8.

1. Track the number of posts.
2. Track the number of contacts.
3. Track the number of likes, shares and re-tweets.

**ACTIVITY PAGE**

Northampton County

Name Admin (Planning Meetings)

Activity Identifier Teen Driver

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	20	0
Total Hours Proposed	20	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 20 hours to plan and complete. 1 programs \* 20 hours =20 hours total.

**ACTIVITY PAGE**

Northampton County

Name High School Outreach

Activity Identifier Teen Driver

	Year 1	Year 2
Projected Number of Activities	3	0
Projected Hours Per Activity	24	0
Total Hours Proposed	72	0

## Description/Measurement

1. Collaborate with the Lehigh Valley DUI/Highway Safety Task Force to host their annual Youth conference which focuses on distracted driving issues, attend recognition dinner and youth expo.

1 program = 24 hours to plan and complete. 3 program \* 24 hours = 72 hours total.

1. Track the number of participants.

2. Track the number of schools attending the conference.

3. Include seatbelt use, distracted driving, speeding behavior questions for current behavior and future intent as a result of the impact of the conference.

**ACTIVITY PAGE**

Northampton County

Name High School Outreach

Activity Identifier Teen Driver

	Year 1	Year 2
Projected Number of Activities	12	0
Projected Hours Per Activity	3	0
Total Hours Proposed	36	0

## Description/Measurement

1.Schedule a minimum of 12 Impact Teen Driver Programs in schools within

Northampton County. (Evidence-based reckless and distractive driving program.

1 program=3 hours to plan and complete. 12 program \*3 hours = 36 hours total



**ACTIVITY PAGE**

Northampton County

Name Community Outreach

Activity Identifier Work Zone Safety

	Year 1	Year 2
Projected Number of Activities	1	0
Projected Hours Per Activity	16.5	0
Total Hours Proposed	16.5	0

## Description/Measurement

1. Gauge interest among Northampton County municipalities and collaborate with appropriate partners for those municipalities who wish to implement a Vision Zero taskforce to comprehensively address major injuries and fatalities related to driver behavior, for all modes of transportation, while driving and attitude toward alternate transportation roadway users.

1 program = 16.5 hours to plan and complete. 1 program \* 16.5 hours = 16.5 hours total.

**Cover Page**

**Applicant Agency**    BETHLEHEM CITY (48301)

**Application Type**    Political Subdivision

**If, Other**

**Project Title**    CTSP Northampton County Highway Safety

**Sponsoring Grant Agency (if applicable)**

**Person who prepared this application**    Mildred Ozoa

**SAP Payee**    000

**DESCRIPTION OF ACTIVITY**

Problem Identification/Region Assessment

See Attached

Description of Activity cont'd

Agency Qualifications

See Attached

Description of Activity cont'd

Project Evaluation

See Attached

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Aggressive Driving & Speeding

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To decrease aggressive driving crashes in NC.

1. To maintain zero fatalities caused by aggressive driving (n=3,2021;n=0, 2020) in NC by September 30, 2023.
2. To reduce crashes caused by aggressive driving by 10% (n=158,2020;n=241, 2019) in NC by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Bicycle Safety

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To attain zero bicycle crashes and fatalities on public roadways in NC.

1. To maintain a zero percent bicycle fatality rate in NC (n=0, 2021; n=0, 2020) by September 30, 2023.

2. To decrease bicycle crashes in NC by 10% (n=26, 2020;n=35, 2019) September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Child Passenger Safety

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To improve correct use of child safety restraints in NC.

1. To increase proper use of child restraints to a 90% correct use rate by September 30, 2023.



## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Commercial Motor Vehicle Safety

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To decrease commercial motor vehicle crashes in NC.

1. To reduce fatalities caused by commercial vehicles  
(n=1,2021;n=1, 2020) in NC by September 30, 2023.
2. To reduce crashes caused by commercial vehicles by 10%  
(n=152,2020;n=151, 2019) in NC by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Impaired Driving

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To reduce impaired driving crashes on NC public roads.

1. To reduce impaired driving fatalities by 10% (n=8, 2021;n=10,2020) in NC by September 30, 2023.
2. To reduce impaired driving crashes by 10% (n=219, 2020;n=244,2019) in NC by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Mature Driver

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To decrease older driver fatalities and crashes in NC.

1. To decrease crashes caused by older drivers by 15% (n=846, 2020;n=1240,2019) by September 30, 2023.
2. To decrease fatalities caused by older drivers by 15% (n=13, 2021;n=18,2020) by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Motorcycle Safety

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To decrease motorcycle fatalities and crashes with in NC.

1. To decrease motorcycle fatalities by 15% (n=4, 2021;n=2,2020) by September 30, 2023.
2. To decrease motorcycle crashes by 10% (n=63, 2020; n=89,2019) by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Pedestrian Safety

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To improve pedestrian safety, decrease fatalities and injuries in NC

1. To decrease pedestrian crashes by 15% by (n=54, 2020;n=73, 2019) September 30, 2023.
2. To decrease pedestrian fatalities in NC by 10% (n=1, 2021; n=4,2020) on public roads by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Planning & Administration

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To increase visibility of general traffic safety rules and violations.

1. To increase general traffic safety contacts by 10% in NC by September 30, 2023.
2. To provide education materials for specific PENNDOT focus areas to 100% of Magisterial District Justices by September 30, 2023.
3. To coordinate and support Operation Safe Stop in 1 School district by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area:    Seat Belts

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To increase seatbelt usage among NC motor vehicle occupants.

1. To increase seatbelt usage to 90% (n=88.6%, 2019;n=88.5, 2018) in NC by September 30, 2023.
2. To decrease unrestrained crashes by 10% (n=223, 2020;n=225, 2019) in NC by September 30, 2023.
3. To decrease unrestrained fatalities by 10% (n=3, 2021;n=6, 2020) in NC by September 30, 2023.

## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Teen Driver

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To increase seatbelt usage among NC motor vehicle occupants.

1. To decrease fatalities in crashes by teen drivers by 5% (n=0, 2021;n=0, 2020) in NC by September 30, 2023.
2. To decrease crashes caused by teen drivers by 5% (n=269, 2020;n=382,2019) in NC by September 30, 2023.



## **PROGRAM GOALS**

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Safety Focus Area: Work Zone Safety

### **Goal(s) and Objective(s) for this Safety Focus Area**

Goal: To decrease work zone vehicle crashes in NC.

1. To reduce fatalities in work zone areas by 10% in NC by September 30, 2023.
2. To reduce crashes in work zone areas by 10% in NC by September 30, 2023.

## SALARIES AND BENEFITS

**Position / Title** Coordinator

**Name** Mildred Ozoa

	<b>Year 1</b>	<b>Year 2</b>
<b>Hours</b>	1500	0
<b>Rate</b>	\$31.78	\$0
<b>Total</b>	\$47,670.00	\$0
<b>Fringe Amount</b>	\$16,684.00	\$0
<b>Fringe Rate</b>	35 %	0 %

### **Job Description**

This person is responsible for coordinating, implementing and evaluating all identified programs outlined in the proposal. The coordinator will participate in to include but not limited to: events and meetings sponsored by PENNDOT i.e. Click It or Ticket, Just Drive PA, DUI mobilizations, and the Lehigh Valley DUI/Highway Safety Task Force (a Lehigh Valley communication network with local police departments and educators to keep all participants up to date, informed about upcoming trainings, grant activities, etc.. This person is responsible for collaborating with local and state police, Buckle Up PA, Just Drive PA, PA TIPP, PENNDOT and community partners. This person will also be responsible for submitting quarterly reports to PENNDOT.

The SCIU Union negotiates a contract for 3 years for employee salaries. The raises are based on a bi-weekly salary.

Fringe Amount: Medical, Dental, Vision, FICA and Workman's Comp

## SALARIES AND BENEFITS

**Position / Title** Project Director

**Name** Sherri Penchishen

	<b>Year 1</b>	<b>Year 2</b>
<b>Hours</b>	50	0
<b>Rate</b>	\$48.60	\$0
<b>Total</b>	\$2,430.00	\$0
<b>Fringe Amount</b>	\$0	\$0
<b>Fringe Rate</b>	0 %	0 %

### **Job Description**

This person will oversee the Behavioral Traffic Safety Program Coordinator, provide assistance, attend meeting and programs, and conduct data analysis as needed to ensure the program is meeting its required goals and objectives as outlined in the proposal. The project director will also be responsible for assuring required reports are submitted and will assure fiscal management responsibilities for the grant.

The SCIU Union negotiates a contract for 3 years for employee salaries. The raises are based on a bi-weekly salary.

Fringe Amount: None

**TRAVEL**

	<b>Year 1</b>	<b>Year 2</b>
<b>Amount</b>	\$3,642.41	\$0

Please include the description/justification of all travel costs (conferences, lodging, mileage, subsistence) in the box below. If additional space is needed, please upload an attachment.

**Description / Justification**

Travel-Conference-Registration for Life Savers	\$350.00
Travel-Loding-Life Savers Conference	\$1,000.00
Travel-Loding-Fall and Spring Conference	\$1,000.00
Travel-Mileage-Air Fare Life Savers	\$500.00
Travel-Mileage General programs and Fall and Spring Conference	\$400.00
Travel-Subsistence Fall and Spring Conference Life Savers	\$392.41

**CONTRACTUAL SERVICES**

	<b>Year 1</b>	<b>Year 2</b>
<b>Amount</b>	\$25,000.00	\$0

Please include the description/justification of all contractual services in the box below. If additional space is needed, please upload an attachment.

**Description / Justification**

Sub-contract with a school of Criminal Justice to focus on community mapping of driver behavior crashes & fatalities. The intent of the project would be to analyze driver & alternate modes of transportation user behavior to create a road map specific to each vision zero initiative. These road maps will ensure that the vulnerable population needs are being addressed to reduce injuries & fatalities.

**EQUIPMENT**

	<b>Year 1</b>	<b>Year 2</b>
<b>Amount</b>	\$0	\$0

Please include the description/justification of all equipment in the box below.  
If additional space is needed, please upload an attachment.

**Description / Justification**

N/A

**GOODS AND SERVICES**

	<b>Year 1</b>	<b>Year 2</b>
<b>Amount</b>	\$0	\$0

Please include the description/justification of all goods and services in the box below. If additional space is needed, please upload an attachment.

**Description / Justification**

N/A

**INDIRECT COST**

	<b>Year 1</b>	<b>Year 2</b>
<b>Amount</b>	\$0	\$0

Please include the description/justification of all indirect costs in the box below. If additional space is needed, please upload an attachment.

**Description/Justification**

N/A



**BUDGET SUMMARY**

Budget	BOMO Share Year 1	BOMO Share Year 2	Grand Total
1. Salaries and Wages	\$50,100.00	\$0	\$50,100.00
2. Employee Benefits	\$16,684.00	\$0	\$16,684.00
3. Travel	\$3,642.41	\$0	\$3,642.41
4. Contractual Services	\$25,000.00	\$0	\$25,000.00
5. Equipment	\$0	\$0	\$0
6. Good and Services	\$0	\$0	\$0
7. Indirect Cost	\$0	\$0	\$0
Total Project Cost	\$95,426.41	\$0	\$95,426.41